



**SCOUTS**<sup>®</sup>  
Creating a Better World

World Organization of the Scout Movement  
Organisation Mondiale du Mouvement Scout  
Всемирная Организация Скаутского Движения  
Organización Mundial del Movimiento Scout  
المنظمة العالمية للحركة الكشفية

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**Circular N° 11/2009**

To: International Commissioners

April 2009

**The Scout Universal Fund (U-Fund)**

Dear colleagues,

The Scout Universal Fund (U-Fund) is designed "to help Scouts help themselves". Over the years it has helped convert dreams in to real Scout projects, around the world. It has provided an opportunity for Scout Groups, individual donors and NSOs to make a difference at the grassroots level in another country, where there is a need for resources to support Scouting.

The U-Fund was established in 1963 to provide a means for all members of the Scout Movement to help Scouts in other countries in their development activities.

Since 2002, the U-Fund has been dedicated to supporting projects in the Africa Scout Region for a three year period and has been subsequently renewed in 2005 and 2008.

Along with this circular, please find enclosed:

- U-Fund brochure
- U-Fund video in DVD format (Arabic, English, French, Russian, Spanish and Swahili)
- An Annexe on fund-raising for the U-Fund

The enclosed brochure is specifically targeted at supporting Scouting in the Africa Region from 2008-2011. Feel free to download the brochure from our web-site (link below) and reprint them for local use. In the past we have seen that even small Scout groups in developed/industrialised countries have managed to raise sufficient funds to support or seed fund large projects. The video on Scouting's recent contributions in 'Reaching Out' to marginalised segments of our society can be used in any event or activity, to raise funds for U-Fund. The enclosed annexe on fund-raising for the U-Fund can be useful in planning for a fund-raising activity.

You will find some short stories from projects which have been formerly funded by U-Fund in the link below. The U-Fund video, brochure and annexe on fund-raising can also be downloaded from the link: [www.scout.org/ufund](http://www.scout.org/ufund)

I hope these resources encourage Scout Groups and individuals in your association to support Scouting's efforts to 'Create a Better World'. Please share his information widely within your association and your networks.

Yours sincerely,

Luc Panissod  
Secretary General

## ANNEXE on fund-raising for the U-Fund



### How to fund-raise in your community?

#### 1. Promote Scouting's social impact

Use the fund-raising activity to promote and share the social impact of Scouting towards the various identified target audiences.

You can build your key messages on

- The vision of Scouting "Creating a better world"
- The mission of Scouting "Educating young people to play a constructive role in society" and illustrate it by showing some concrete and positive achievements (see 'Support Material' below for more information)

By promoting the U-Fund and supporting Scouting in Africa, you can illustrate the international dimension of the Scout Movement, to people around you.

#### 2. Organise a fund-raising activity in your community

Where/target audiences?

- Scout Group/Unit
- Schools/Institutions
- Youth centres
- Places of worship or in religious congregations

When?

- Key annual days in Scouting calendar: Founder's Day (22<sup>nd</sup> February), St. George's day (23<sup>rd</sup> April), World Scout Day (1<sup>st</sup> August, celebrated in some countries/regions), Gang Shows, local Jamborees and Scout gatherings, etc.
- Events or periods with religious significance (Lent, Ramadan, etc.)

How?

Step 1

**Decide** on the date & time, and plan the campaign

Step 2

**Advertise** using the key messages in your communication tools: flyer, video, web-site, etc.

Step 3

**Activity:** Organise a meal, drama, dance, gang show, video presentation and you could charge a small entrance or participation fee as a contribution to U-Fund. Alternatively you could provide a bank account number and a bank deposit form with all details filled in. You can use the U-Fund video-clip followed by a discussion on Scouting's social contribution (for example doing a good turn, serving the community through community development activities/projects, during emergencies, etc.).

#### 3. Support material

- *Content/Information:* you will find successful examples and stories from real projects where Scouting has made a difference to the lives of children and youth in difficult circumstances from the following link:

[www.scout.org/sp4](http://www.scout.org/sp4)

- *Audiovisuals:* you can download high resolution videos on U-Fund in six different languages (Arabic, English, French, Russian, Spanish and Swahili) and other videos on Scouting, from the following link:

[www.scout.org/en/information\\_events/media\\_centre/audiovisuals/video\\_clip\\_u\\_fund](http://www.scout.org/en/information_events/media_centre/audiovisuals/video_clip_u_fund)

- *Approach:* the booklet "how to represent the Scout Movement" (Knowing what to say, how to say it and how to show it) can be downloaded from the following link:

[http://www.scout.org/en/information\\_events/media\\_centre/publishing/representing\\_the\\_scout\\_movement](http://www.scout.org/en/information_events/media_centre/publishing/representing_the_scout_movement)